CLAIM AMENDMENTS

Claim Amendment Summary

Claims pending

- Before this Amendment: Claims 1-27.

- After this Amendment: Claims 1, 4-15, and 19-27

Non-Elected, Canceled, or Withdrawn claims: 2, 3, and 16-18

Amended claims: 1, 4, 8-11, 19, 20, and 22-27

New claims: 28

Claims:

1.   (Currently Amended)   A method <u>implemented by a client device, the method</u> comprising:

<u>receiving, by the client device, a user request to record a television program that is scheduled for broadcast;</u>

<u>recording, by the client device, the television program, when the television program is broadcast;</u>

<u>maintaining, by the client device, an advertisement associated with the television program, wherein the advertisement is maintained independently of the recorded television program;</u>

receiving<u>, by the client device,</u> a user request to render ~~an on-demand media content~~ <u>the recorded television program;</u>

identifying ~~an~~ the advertisement associated with the recorded television program ~~on-demand media content~~; and

rendering the advertisement in conjunction with rendering the recorded television program ~~on-demand media content~~.

2.   (Canceled)

3.   (Canceled)

4.   (Currently Amended)   The method as recited in claim 1 wherein ~~the identifying~~ maintaining, by the client device, an advertisement comprises:

transmitting data to a server, the data identifying ~~a~~ the broadcast television program that is scheduled to be recorded; and

receiving advertisement data associated with the broadcast television program that is scheduled to be recorded, wherein the advertisement data is received independent of the broadcast television program.

5.   (Original)   The method as recited in claim 4 wherein the advertisement data comprises advertisement video content.

6.   (Original)   The method as recited in claim 4 wherein the advertisement data comprises an advertisement image.

7.   (Original) The method as recited in claim 4 wherein the advertisement data comprises advertisement metadata, the metadata comprising business rules associated with an advertisement.

8.   (Currently Amended)   The method as recited in claim 7 wherein the business rules comprise at least one ~~of~~ of:

   an indicator of how often the advertisement is to be played,

   an indicator of which trick modes are to be disabled during the playing of the advertisement,

   an expiration date associated with the advertisement,

   a day of the week that the advertisement is to be played, or

   a time of day at which the advertisement is to be played.

9.   (Currently Amended)   The method as recited in claim 1 wherein the rendering the advertisement in conjunction with rendering the ~~on-demand media content~~ recorded television program comprises:

   initiating a rendering of the advertisement; and

   ~~upon completion of the advertisement,~~ in an event the entire advertisement has been rendered, rendering the recorded television program; ~~on-demand media content~~

   in an event that the advertisement has not been entirely rendered, refusing to render the recorded television program.

10.   (Currently Amended)   The method as recited in claim 1 wherein the rendering the advertisement in conjunction with rendering the~~ recorded television program~~ on-demand media content comprises:

rendering the~~ on-demand media content~~ recorded television program;

detecting, by the client device, initiation of a user-submitted pause command before ~~the~~ conclusion of the recorded television program~~ on-demand media content~~;

rendering the advertisement while the ~~on-demand media content~~ recorded television program is paused, wherein data for rendering the advertisement is stored on the client device, separate from the recorded television program; and

upon detection of termination of the pause command, continuing to render the recorded television program~~ on-demand media content~~.

11.   (Currently Amended)   The method as recited in claim 1 further comprising:

generating, by the client device, ~~ad tracking~~ data associated with the rendering of the advertisement by the client device; and

transmitting, by the client device, the ~~ad tracking~~ data associated with the rendering of the advertisement to a server system.

12.   (Original)   The method as recited in claim 11 wherein the generating comprises recording a date at which the advertisement is played.

13.   (Original)   The method as recited in claim 11 wherein the generating comprises recording a time at which the advertisement is played.

14.   (Original)   The method as recited in claim 11 wherein the generating comprises recording an indicator of whether or not a viewer attempted to fast-forward through the advertisement.

15.   (Original)   One or more computer-readable media having computer-readable instructions thereon which, when executed by a computer, cause the computer to implement the method as recited in claim 1.

16.   (Canceled)

17.   (Canceled)

18.   (Canceled)

19. (Currently Amended) A system comprising:

a processor;

a memory; and

an ad targeting application stored in the memory and executed on the processor, the ad targeting application configured to perform a method comprising:

receive receiving, from a recording device, data identifying a broadcast television program scheduled to be recorded on [[a]] the recording device;

identify identifying an advertisement to be associated with the broadcast television program; and

cause causing the advertisement to be transmitted to the recording device separately from the broadcast television program, whereby the advertisement is maintained by the recording device separate from the broadcast television program.

20. (Currently Amended) The system as recited in claim 19 further comprising an ad tracking application stored in the memory and executed on the processor, the ad tracking application configured to receive and store ad tracking data associated with an advertisement that has been rendered in conjunction with previously recorded or on-demand media content.

21. (Original) The system as recited in claim 20 wherein the ad tracking data identifies a date and time at which the advertisement was played.

22.   (Currently Amended)   One or more computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to perform a method comprising:

receiving ~~receive~~ a user request to record a broadcast television program;

transmitting ~~transmit~~ data identifying the broadcast television program to a server system; ~~and~~

~~receive~~ receiving from the server system, an advertisement associated with the broadcast television program, wherein the advertisement is received from the server system, separately from the broadcast television program; and

maintaining the advertisement on the computer system for subsequent presentation in conjunction with a recorded copy of the broadcast television program, wherein the advertisement is maintained separate from the recorded copy of the broadcast television program.

23. (Currently Amended) The one or more computer-readable media as recited in claim 22, the method further comprising ~~computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to~~:

recording ~~record~~ the broadcast television program;

receiving ~~receive~~ a user request to view the recorded copy of the broadcast television program ~~that was recorded~~; and

. rendering ~~render~~ the advertisement that is maintained on the computer system in conjunction with rendering the recorded copy of the broadcast television program ~~that was recorded~~.

24. (Currently Amended) The one or more computer-readable media as recited in claim 23, the method further comprising ~~computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to select~~ selecting, based on a day and/or time, the advertisement from multiple advertisements associated with the broadcast television program.

25.   (Currently Amended)   The one or more computer-readable media as recited in claim 23, ~~the method~~ further comprising ~~computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to~~:

~~recording~~ record tracking data that describes conditions associated with the rendering of the advertisement; and

~~transmitting~~ transmit the tracking data to the server system.

26.   (Currently Amended)   One or more computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to perform a method comprising:

~~receiving~~ receive from a client device, data identifying a broadcast television program that is scheduled to be recorded by the client device;

~~identifying~~ identify an advertisement ~~to be targeted to viewers of~~ associated with the broadcast television program; and

~~causing~~ cause the advertisement to be transmitted to the client device, independent of the broadcast television program.

27.   (Currently Amended)   The one or more computer-readable media as recited in claim 26, ~~the method~~ further comprising ~~computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to receive~~ receiving, from the client device, tracking data that describes conditions associated with a rendering of the advertisement.

28   (New)   A method implemented by an on-demand media server, the method comprising:

receiving from a client device, a user request to render on-demand media content;

identifying an advertisement maintained independently from the on-demand media content but associated with the on-demand media content; and

identifying metadata associated with the advertisement, the metadata comprising business rules associated with the advertisement, the business rules comprising at least one rule selected from a list of rules, the list of rules comprising:

an indicator of how often the advertisement is to be played;

an indicator of which trick modes are to be disabled during the playing of the advertisement;

an expiration date associated with the advertisement;

a day of the week that the advertisement is to be played; and

a time of day at which the advertisement is to be played;

causing the advertisement to be transmitted to the client device, independently from a transmission of the on-demand media content;

causing the metadata to be transmitted to the client device, independently from a transmission of the on-demand media content;

receiving from the client device, tracking data associated with a rendering of the advertisement by the client device, wherein the tracking data comprises at least one data type selected from a list of data types, the list of data types comprising:

a date the advertisement was played by the client device;

a time the advertisement was played by the client device; and

an indicator indicating a user attempt to fast-forward the advertisement while the advertisement was played.